

DIRECT ADVERTISING

CONFIRMATION SCHEDULE

CLIENT: COMMODORE BUSINESS MACHINES

PERIOD: NOV-DEC '79

PRODUCT: WATCHES

DATE: 2/10/79

MEDIUM	SIZE	NO. INS	PRICE PER INSERTION	COMM %	TOTAL	OCTOBER 1 8 15 22 29				NOVEMBER 5 12 19 26				DECEMBER 3 10 17 24							
1) NATIONAL PRESS																					
Daily Mirror	Half Page	4	£4,305.00	15	£ 17,220.00					X	X*		X	X							
Sun	Half Page	3	£4,879.00	15	£ 14,637.00					X	X		X								
Sunday People	Half Page	4	£4,032.00	15	£ 16,128.00			4		18	2		9								
Sunday Mirror	Half Page	4	£4,620.00	15	£ 18,480.00			4		11	2		9								
					TOTAL PRESS	£ 66,465.00															
					NET	£ 56,495.25															
2) RADIO 30'SECONDS																					
London:Capital	46 spots per week 4 weeks	4	£5,945.00 <i>per week</i>		£ 23,780.00					X X	X X										
										46 46	46 46										
Manchester - Piccadilly	38 spots per week 4 weeks	4	£2,464.50		£ 9,858.00					X X	X X										
										38 38	38 38										
					TOTAL RADIO	£ 33,638.00															
					NET	£ 28,592.30															
					OVERALL TOTAL:	£100,103.00															
					NET TOTAL:	£ 85,087.55															

DATE OF INSERTION	
Sun	-Wed-Sat
D.Mirror-Wed-Fri	
*Wed-Sat option	

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